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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91232774
Party	Defendant Manimal, LLC
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Date	03/26/2019
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

GARAN, INCORPORATED and GARAN  
SERVICES CORP.,

Opposer,

– against –

MANIMAL, LLC,

Applicant.

**Opposition No. 91232774**

**TESTIMONY DECLARATION OF GEORGE CORBO**

I, George Corbo, under penalty of perjury, declare and state as my direct trial testimony as a witness for Applicant in this action as follows:

**I. BASIS FOR TESTIMONY AND AUTHENTICATION OF EXHIBITS**

1. I am the Co-Founder and Chief Executive Officer of Manimal, LLC (“Manimal”), a Nevada limited liability company with an address of 187 E. Warm Springs Rd., Suite B258, Las Vegas, Nevada. I have been in this role since Manimal was formed in 2010.

2. I submit this declaration as testimony in connection with the above-captioned proceeding in support of Manimal’s Application Serial No. 85/511,299 to register the mark MANIMAL in connection with the following goods in International Class 25 (herein, the “Application”): “Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-

medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts.”

3. This Declaration and the facts and matters set out herein are based on my own personal knowledge, as well as on the books and records of Manimal to which I have access, for which I am a custodian, and which I maintain. Unless otherwise noted, the exhibits to which I refer and which are attached to my Declaration are copies of documents and other materials from Manimal’s records regularly kept in the ordinary course of business.

## **II. BACKGROUND AND PHILOSOPHY OF MANIMAL**

4. I have always taken great pride in caring for my body; it completely affects how I live, think, and act. In line with that mentality, in 2009, Crossfit, a fitness regimen and complete physical exercise philosophy, dominated my life. I trained daily, coached nightly, and rarely did anything else except that which would increase my performance and push my limits. As such, I was in search of apparel that would reflect this philosophy, yet I found very few options available on the market. T-shirts were poorly made and included meaningless phrases and/or images, such as skulls or unicorns, none of which accurately reflected my mentality or my goals. More importantly, nothing I found was made of the quality necessary to withstand even my lightest workouts and certainly nothing had any phrasing or imagery with the deeper meaning I attributed to my own practice. Furthermore, absolutely nothing could be worn outside of the gym. As a result, given the fact that my partner and I had a background in design and business, we decided to start making custom apparel for CrossFit gyms, the goal being to produce something that reflected my philosophy, “Stand Apart.” In 2010, with our “Stand Apart” mission in mind, we released our first line of MANIMAL-branded apparel.

5. Later in 2010, we also launched MANIMAL wrist wraps. We, and many we knew, were wrapping their wrists in athletic tape in order to relieve pain and discomfort while improving performance during the tough workouts and training we completed daily. Yet, every day, at the end of each workout, we would have to remove this tape and throw it away, harming the environment and ourselves. We were tired of the monotonous routine of ordering tape, painfully ripping it off, and still sustaining wrist injuries. We were in search of a sustainable solution. After extensively researching available wrist wrap options and finding nothing that was made specifically for Crossfit, a style of training that requires both rigid support and mobility of the wrists, we decided to make our own. After months of investigation and development, we created MANIMAL wrist wraps, the first of their kind designed to provide a balance of stretch, support, and comfort for conditioning workouts and heaving lifting during CrossFit, powerlifting, weightlifting, bodybuilding, and Strongman training and competition.

6. Today, MANIMAL has grown into a lifestyle brand for those who wish to “Stand Apart.” This is our mission. We craft real solutions, pay attention to detail, use high-quality materials, treat others as we wish to be treated, and deliver a great product, giving our customers an entire experience.

7. A primary part of MANIMAL’s business and philosophy is its commitment to giving back. We believe that we have the opportunity and the platform to effect change in society through our message, Stand Apart, and through our business decisions. As a result, with each wrist wrap sale, we donate a percentage of proceeds to charities and not-for-profit organizations, including the Boys & Girls Club, Defenders of Wildlife, Hope and Justice, Dana-Farber Cancer Institute, Special Operation Warrior Foundation, National Fallen Firefighters

Foundation, Aquarium of the Pacific, Mission 22 and e-NABLE. We also make sure to support our local economy by manufacturing all apparel in the United States.

8. Since our introduction of MANIMAL apparel and MANIMAL wrist wraps, the MANIMAL brand has grown and led to rise of an entire network of dedicated people who are committed to working out and “Standing Apart.”

### **III. THE MANIMAL MARK**

9. I put great thought and care into the creation of the MANIMAL mark. It is derived from the philosophy that the MANIMAL brand embodies, Standing Apart as a human coupled with the strength and skillset of an animal, specifically a wolf. A wolf’s existence is defined by its role in its pack, as well as the strength it develops from its independence. A wolf is strong and agile, it easily adapts to whatever environment in which it exists, it is ruthlessly determined and aggressive when its survival is at stake, and, most importantly, it has the ability to effect change in its surroundings for the betterment of nature. It is this creature, the wolf, that the MANIMAL brand best relates to, emulates, and encourages others to personify.

10. As for the human component, in life, one will undoubtedly encounter great adversity and numerous obstacles. Such challenges may or may not be anticipated and will vary in form, yet they must be faced head on and the more one stands up to them the stronger one becomes. However, the more one stands up to the challenges, the more they will encounter, thus life is a platform on which one can prove themselves to be a formidable opponent. With experience and strength, one will excel and be rewarded. Manimal operates and, in fact, thrives upon this philosophy and we believe that anyone who trains with discipline and dedication and with wolf-like determination can and will overcome any obstacle they encounter and achieve any goal they set. It is for this reason that Manimal adopted the MANIMAL mark.

11. Prior to adopting the MANIMAL mark, I had never heard of Opposer's GARANIMALS brand or trademark.

12. I understand that Opposer contends that our mark is a generic term as applied to our products, but this is wrong. We do not actually sell "manimals," what Opposer defines as "a fanciful life form that is par [sic] human and part beast; a creature recognizable as human but possessing physical or primitive behavioral characteristics that are exclusive to animals." (Exhibit 1, Opposer's Amended Notice of Opposition). Neither we, nor any of our consumers, use MANIMAL as anything other than a trademark to identify our brand and our products.

13. I also understand that Opposer contends that our mark describes qualities of our products because images associated with our mark appear on our products from time to time. But our MANIMAL mark does not have anything to do with the actual products that we sell and it does not describe a function, feature, or characteristic of our clothing. What the MANIMAL mark represents and how we use it is akin to Champion's use of the CHAMPION mark and Under Armour's use of the UNDER ARMOUR mark, as evocative of how they want their consumers to look and feel and for athletic apparel and equipment. Much like these brands and their respective trademarks, MANIMAL is our brand identity, no more.

#### **IV. MANIMAL AND THE MANIMAL MARK**

14. We have used the MANIMAL mark since the company's inception in 2009 and its first product launch, apparel, in 2010. (Exhibit 2, attached hereto, MANIMAL apparel specimen submitted with U.S. Application Serial No. 85/511,299 for MANIMAL and our origin story). Our use of the MANIMAL mark has continued to this day, without interruption, on the products that we offer, on our website, in our blog posts, and on our social media accounts, including Instagram, Facebook, and Twitter. (Exhibit 3, photos of MANIMAL branded products and

packaging and throughout our website, <https://manimal.com/>, Exhibit 4, representative sample of social media pages which accurately depict use of the MANIMAL mark in this manner).

15. In connection with the MANIMAL mark, which has figured prominently across all of the product categories we offer, Manimal offers nine different types of wrist wraps ranging from \$40 - \$55, nine different t-shirts ranging from \$25 - \$30, three different types of knee wraps ranging from \$35 - \$40, two types of stickers ranging from \$4 - \$8, and thirty-five prints with inspirational MANIMAL philosophical quotes ranging from \$45 - \$90.

16. Manimal's net sales of all products offered under the MANIMAL mark have grown steadily since its public introduction. For example, between 2014 and 2017, our sales grew from \$ [REDACTED] (2014) to \$ [REDACTED] (2015) to \$ [REDACTED] (2016) to \$ [REDACTED] (2017). (Exhibit 5, Manimal's sales figures).

17. In the last four years, via paid advertising on Facebook and Google Advertising alone, Manimal has reached 10 million viewers. These viewers are predominately males in the fitness industry, ages 21-40. (Exhibit 6, Manimal's Facebook and Google Advertising account summaries).

18. Notwithstanding our targeted advertising efforts, Manimal has gained a widespread following throughout the fitness world, amassing 58.1 thousand Facebook followers, 39.4 thousand Instagram followers, and 640 Twitter followers. As with our sales, these numbers have increased over time. These supporters recognize and loyally follow the MANIMAL brand because of our mission and motto, Stand Apart, and assist us in upholding it. Their praise and positive comments illustrate the success of the brand and philosophy as a part of a fitness-specific community and regimen. (Exhibit 4, *infra*).

19. Manimal's products appeal to and are accessible to a specific sector of the population that highly values exercise and embraces and embodies our Stand Apart philosophy. This sector is one that is dedicated to physical training and bettering themselves and seeks adequate equipment that assists them in achieving their workout goals as well as apparel, stickers, and posters that reflect this mindset.

20. Manimal's products are not meant for and do not target young children as such consumers do not yet have the ability or the mental capacity to fully comprehend our brand, not to mention the fact that they have no use for the workout gear we provide.

**V. MANIMAL ACTIVELY PROTECTS AND DEFENDS ITS MANIMAL MARK**

21. Manimal actively protects and defends its MANIMAL mark. We send demand letters to others who attempt to or make any unauthorized use of the MANIMAL mark and resolve disputes only in a manner that protects our brand. (Exhibit 7, communications between Manimal and adverse parties regarding use of the MANIMAL mark, including Jason Vaught, Guess, Purus Labs, and The Mountain Corporation).

22. In Opposer's Amended Notice of Opposition, attached hereto as Exhibit 1, *infra*, Opposer contends that we have abandoned our MANIMAL mark due to our grant of a "naked" consent" to The Mountain Corporation ("TMC") to use their trademark MANIMALS.

23. During the prosecution of our MANIMAL mark, TMC's MANIMALS mark was cited as a potential bar to registration due to likelihood of confusion as it was registered prior to our MANIMAL mark. In an effort to resolve the matter, we sent TMC a letter on February 19, 2013 inquiring about the nature and extent of their use of the MANIMALS mark. After discussions stalled, in 2016, we subsequently filed a petition to cancel the MANIMALS trademark, predicated on, among other things, priority of use – we had begun using the



MANIMAL mark in July 2010 whereas TMC began use of the MANIMALS after us, in November 2010. As is common in opposition proceedings, we engaged in discussions with TMC to determine whether we would find an amicable solution. We were successful, and on August 25, 2016, we signed a settlement agreement with TMC to that effect. (Exhibit 8). We also signed a consent agreement with TMC, which TMC filed with the USPTO, in which it agreed to amend its registration to be limited to the following goods in International Class 25: “clothing, namely, T-shirts featuring animals with humanoid characteristics, all not sized and targeted to infants, toddlers or preschoolers.” (Exhibit 9).

24. Obviously, we have not abandoned the MANIMAL mark, but merely determined that our mark and TMC’s prior registered mark could coexist in the marketplace without confusion. To be clear, it was TMC that had a prior right over our application, not the other way around.

25. Opposer apparently shares this view since, as I understand it, Opposer also entered into a similar agreement with TMC. Opposer opposed TMC’s MANIMALS mark in 2014, while its application was still pending, and subsequently allowed TMC to proceed with its trademark application so long as it amended its goods to ensure that its goods were not sized or targeted to “infants, toddlers or preschoolers” in International Class 25.

## **VI. NO CONSUMERS HAVE BEEN CONFUSED BETWEEN MANIMAL AND GARANIMALS**

26. Since adopting MANIMAL, I am not aware of any consumer of MANIMAL products having been confused between our MANIMAL mark and Opposer’s GARANIMALS mark. We have received no communications intended for Opposer. No one has returned Opposer’s products to our company. No one has sought to purchase Opposer’s products from our company.

27. This is not surprising to me, since our products look nothing like those sold by Garan, which I understand are for children only. As noted above, we do not offer MANIMAL products for children.

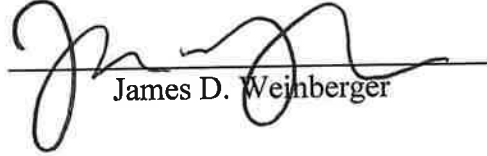
I declare under penalty of perjury that the foregoing is true and correct.

Executed this 26th day of March 2019 at Las Vegas, Nevada.

  
George Corbo

**CERTIFICATE OF SERVICE**

I hereby certify that true and correct confidential and redacted copies of the **DECLARATION OF GEORGE CORBO** were served by email upon counsel for Opposer at mail@ipcounselors.com, on this 26th day of March, 2019.

  
James D. Weinberger

# EXHIBIT 1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Trademark Application for MANIMAL,  
Ser. No. 85511299, in the name of Manimal, LLC

GARAN, INCORPORATED  
and GARAN SERVICES CORP.,

Opposers,

v.

MANIMAL, LLC

Applicant.

Opposition. No. 91232774

**FIRST AMENDED NOTICE OF OPPOSITION**

Opposer GARAN, INCORPORATED, and Opposer GARAN SERVICES CORP., (hereinafter collectively "GARAN") believe that they are or will be damaged by the issuance of a trademark registration based on Application Serial No. 85511299 for the trademark MANIMAL, and hereby oppose the same.

As grounds therefor, it is alleged that:

1. Opposer Garan, Incorporated, a New York corporation, is located and doing business at 200 Madison Avenue, New York, New York 10116.
2. Opposer Garan Services Corp., a Delaware corporation, is located and doing business at 200 Madison Avenue, New York, New York 10116.
3. Opposer Garan Services Corp. is a wholly owned subsidiary of Opposer Garan, Incorporated.

4. GARAN is a nationally known distributor of apparel, including a line of children's clothing, toys and other products primarily intended for use by children.

5. In the 1970's, GARAN began using the trademark GARANIMALS in various forms to identify it as the source of its products.

6. Over the years, GARAN has used the trademark GARANIMALS in various forms, including GARANIMAL, and in a variety of different styles, designs and fonts to identify the source of its products.

7. The trademark GARANIMALS has been in continuous use by GARAN in United States commerce on children's clothing since the 1970's.

8. GARAN is the owner of the entire right, title and interest in and to the trademark GARANIMALS for clothing, toys and other products for children.

9. GARAN sells its clothing, toys and other products for children under the trademark GARANIMALS to adults for use by their children, the same consumers and end users that Applicant sells and will sell its products, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts bearing the trademark MANIMAL.

10. For many years and long prior to Applicant's filing date, GARAN has continuously used the trademark GARANIMALS in interstate commerce throughout the United States for the purpose of identifying the source of its goods and to distinguish those goods from the products of other manufacturers.

11. Ever since the adoption and use of the aforementioned trademark GARANIMALS, GARAN has widely and extensively supplied, distributed marketed and sold children's clothing, toys and other products for children bearing the trademark GARANIMALS. As a consequence of same, the consuming public and trade have come to recognize and do recognize the trademark GARANIMALS as being used by GARAN, or by a single source, and associate and identify the trademark GARANIMALS with GARAN or with a single source, and GARAN derives substantial goodwill and value from the aforesaid identification by the consuming public and trade.

12. By virtue of the long, continuous, and extensive use of the trademark GARANIMALS, said mark has become and is a famous trademark with respect to children's clothing,

13. Opposer Garan Services Corp. is the owner of the following U.S. Trademark registrations:

a. GARANIMALS, Reg. No. 954125, for "children's shirts and pants" dated February 27, 1973;

b. GARANIMALS and Design, Reg. No. 1393357, for "clothing, namely shirts, pants, tops, coveralls, overalls, sunsuits, jumpers, smocks, blouses, shorts, skirts, jeans, dresses, sundresses and sweaters, dated May 13, 1986;

c. GARANIMALS, Reg. No. 1393358, for "clothing -- namely shirts, pants, tops, coveralls, overalls, sunsuits, jumpers, smocks, blouses, shorts, skirts, jeans, dresses, sundresses, sweaters, sleepwear and hosiery, dated May 13, 1986;

d. GARANIMALS (Stylized), Reg. No. 1162044, for "clothing, namely, pants, tops, coveralls, overalls, sun suits, jumpers, smocks, shirts, blouses, shorts, skirts

and jeans" , dated July 21, 1981;

e. GARANIMALS, Reg. No. 3803956, for "footwear", dated June 15, 2010;

f. GARANIMALS and Design, Reg. No. 3706928, for "clothing, namely, tops and bottoms, sweatshirts, pants, jeans, sweatpants, shorts, leggings, capris, dresses, hoods, creepers; and footwear, namely, shoes, boots, sandals, sneakers, dated November 3, 2009;

g. GARANIMALS, Reg. No. 3823199, for "toys, games and playthings, namely, stuffed toys, plush toys, bean bag plush, puppets, toy plastic figures, plastic playsets for use in the bath or at the beach, plastic playsets, namely, plastic shape sorters, plastic stacking blocks, learning toys, pull toys, musical toys, board games, card games, matching games, puzzles, toy building blocks, toy soft blocks", dated July 20, 2010;

h. GARANIMALS and Design, Reg. No. 3994760, for "sweaters, jeans, bathing suits, swimwear, sleepwear, leotards, tights, rompers, underwear, hosiery, outerwear, namely, coats, jackets, scarves; headwear, namely, hats, earmuffs, ski masks; gloves, belts, socks", dated July 12, 2011.

14. All of the above registrations are valid and subsisting and print-outs of these registrations from the USPTO database are presented herewith.

15. Applicant, MANIMAL, LLC, upon information and belief, is a limited liability company formed under the laws of the state of Oregon whose business address is Suite F320 10117 SE Sunnyside Rd. Clackamas, Oregon 97015.

16. On January 8, 2012, Applicant filed an ITU application to register the trademark MANIMAL, Serial No. 855115299, for "Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts,



thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts, in IC 025.

17. GARAN's trademark GARANIMALS, and Applicant's trademark MANIMAL, are confusingly similar in appearance, sound and meaning, and create confusingly similar commercial impressions, and are therefore likely to cause confusion, to cause mistake or to deceive potential purchasers as to the source of Applicant's products and/or likely to cause potential purchasers to mistakenly believe that Applicant or Applicant's products are affiliated with, sponsored by or associated with GARAN or GARAN's products.

## **GROUND I**

### **LIKELIHOOD OF CONFUSION**

18. GARAN hereby incorporates by reference the allegations of Paragraphs 1 through 17 hereof as if fully set forth herein.

19. Applicant's MANIMAL mark is confusingly similar with GARAN's trademark GARANIMALS and is likely to cause confusion, to cause mistake and to deceive potential purchasers as to the source of Applicant's products, with consequent injury to GARAN, the public, and the trade, and/or to cause the mistaken belief that Applicant's MANIMAL products originate with, are sponsored by and/or are affiliated with GARAN.

20. GARAN believes that it will be damaged if the trademark application for MANIMAL, Serial No. 85511299, issues to registration because Applicant's trademark MANIMAL is confusingly similar to GARAN's trademark GARANIMALS, and Applicant's aforesaid mark is or will be used on products that are the same as, similar to, or commercially

related to the products supplied and distributed by GARAN under the trademark GARANIMALS.

## **GROUND II**

### **DILUTION OF THE FAMOUS GARANIMALS TRADEMARK**

21. GARAN hereby incorporates by reference the allegations of Paragraphs 1 through 20 as if fully set forth herein.

22. Because of the high degree of distinctiveness of the trademark GARANIMALS, the length of time and extent to which GARAN has used said mark, the vast publicity the trademark GARANIMALS has received, the nationwide trading area in which the trademark GARANIMALS is used, and the high degree of consumer recognition of the trademark GARANIMALS, the trademark GARANIMALS is and has become a famous trademark pursuant to 15 U.S.C. §1125 (c)(1).

23. Registration of Applicant's trademark MANIMAL, Serial No. 85511299, for Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts would lessen the capacity of GARAN' s famous trademark GARANIMALS to identify and distinguish Opposer's products sold thereunder.

24. GARAN believes that it will be damaged if the trademark application for MANIMAL, Serial No. 85511299, issues to registration, as GARAN's trademark GARANIMALS is a famous mark and the use and registration of MANIMAL by Applicant will

and/or is likely to cause dilution of the distinctive quality of GARAN's famous trademark GARANIMALS and, as such, would cause dilution of the trademark GARANIMALS S in violation of 15 U.S.C. §1052, as amended by the Trademark Amendments Act of 1999, Pub. L. 106-43, 113 Stat. 218 (the "Act"), and 15 U.S.C. §§1125(c) and 1127.

### **GROUND III**

#### **MANIMAL IS GENERIC**

25. GARAN hereby incorporates by reference the allegations of Paragraphs 1 through 24 hereof as if fully set forth herein.

26. A "manimal" is defined as "A fanciful life form that is part human and part beast; a creature recognizable as human but possessing physical or primitive behavioral characteristics that are exclusive to animals".

27. Upon information and belief, Applicant features or intends to feature a prominent rendering or image of or associated with "a fanciful life form that is part human and part beast; a creature recognizable as human but possessing physical or primitive behavioral characteristics that are exclusive to animals" on its clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts.

28. The aforementioned rendering or image of or associated with a "manimal" is a key characteristic or feature of Applicant's clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts,

long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts.

29. The term MANIMAL is generic for clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, cannot function as a mark, and is not entitled to registration.

30. In attempting to register a confusingly similar mark with the USPTO, a third party could attempt to rely on the registration of MANIMAL, a registration that should have never issued, to argue that the USPTO should also allow this third party's confusingly similar mark to issue over GARAN's aforementioned trademark registrations of GARANIMALS. As such, the issuance of the registration of the trademark MANIMAL is likely to cause irreparable loss, injury and damage to GARAN's business, to the extensive goodwill as symbolized by its aforementioned trademarks, and/or GARAN's ability to police and/or enforce its exclusive rights in and to its mark GARANIMALS.

#### **GROUND IV**

##### **MANIMAL IS DESCRIPTIVE WITHOUT SECONDARY MEANING**

31. GARAN hereby incorporates by reference the allegations of Paragraphs I through 30 hereof as if fully set forth herein.

32. GARAN asserts that Applicant's alleged mark MANIMAL is merely descriptive as applied to clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts.

33. The term "manimal" immediately describes a function, feature or characteristic of Applicant's clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts. Specifically, the term "manimal" immediately describes "a fanciful life form that is part human and part beast; a creature recognizable as human but possessing physical or primitive behavioral characteristics that are exclusive to animals" prominently found on images which appear on or are associated with Applicant's aforesaid goods.

34. The term "manimal" as applied to clothing, namely, Men's, Women's and Children's clothing, namely, Tops, bottoms, pants, underwear, socks, T-shirts, hats, sweatpants, sweatshirts, long sleeve shirts, thermal tops, shorts, bathing suits, athletic uniforms, tank tops, wrist wraps, footwear, jackets, warm-up suits, belts, beanies, bandanas, wrist bands, sweaters, jeans, Compression garments for athletic or other non-medical use, namely, compression socks, stockings, leggings, jerseys, vests, trousers, sleeves, shirts. has not acquired secondary meaning.

35. Because Applicant's alleged mark MANIMAL is merely descriptive without any evidence of secondary meaning it is not entitled to register on the Principal Register.

36. In attempting to register a confusingly similar mark with the USPTO, a third party could attempt to rely on the registration of MANIMAL, a registration that should have never issued, to argue that the USPTO should also allow this third party's confusingly similar mark to issue over GARAN's aforementioned trademark registrations of GARANIMALS. As such, the issuance of the trademark MANIMAL is likely to cause irreparable loss, injury and damage to GARAN's business, to the extensive goodwill as symbolized by its aforementioned trademarks, and/or GARAN's ability to police and/or enforce its exclusive rights in and to its mark GARANIMALS.

#### **GROUND V**

#### **ABANDONMENT**

37. GARAN hereby incorporates by reference the allegations of Paragraphs 1 through 36 as if fully set forth herein.

38. On April 13, 2012, during the prosecution of the application to register MANIMAL, Serial No. 85511299, (the "MANIMAL application"), an Office Action issued in which prior pending Application Serial No. 85115633 to register MANIMALS filed by The Mountain Corporation was noted as being a potential basis of refusal of the MANIMAL application under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks, MANIMAL and MANIMALS.

39. Further, the Office Action stated that upon receipt of the response to the Office Action by applicant (Manimal, LLC), action on the MANIMAL application may be suspended pending final disposition of the cited prior pending Application Serial No. 85115633 to register MANIMALS.

40. Action on the MANIMAL application was suspended on April 19, 2012.

41. During the suspension, on or about July 30th, 2016, a Consent Agreement was executed between Manimal, LLC, owner of MANIMAL application, and The Mountain Corporation, owner of the cited prior pending Application Serial No. 85115633 to register MANIMALS.

42. On November 30, 2016, Examiner Gagosto in a Note To The File indicated that she had "Reviewed consent agreement and Section 7 amendment to cited registration".

43. On January 10, 2017, the MANIMAL application was published for opposition.

44. The Consent Agreement included a requirement for The Mountain Corporation to amend the identification of goods in its MANIMALS Reg. No. 4,918,335, based upon Application Serial No. 85115633, which had issued in the interim, (the "MANIMALS registration") to read: "Shirts featuring animals with humanoid characteristics."

45. The Consent Agreement further includes the following: "Considering the differences between the respective products and the normal channels of trade and the consumer understanding regarding the respective goods/services, public confusion is unlikely to arise from the Parties' use of their respective marks for the respective goods/services."

46. The goods in the MANIMALS registration were amended and now read: "clothing, namely, T-shirts [, dresses, jackets, sweatshirts, hooded shirts, tank tops, hats, caps, pants, socks, polo shirts, long sleeve shirts, ties, footwear and aprons, ] \* featuring animals with

humanoid characteristics, \* all not sized and targeted to infants, toddlers or preschoolers” .

47. The goods in MANIMAL application include tops, T-shirts, long sleeve shirts, thermal tops and tank tops.

48. The goods in the MANIMALS registration and the goods in the MANIMAL application are both in International Class 025 for clothing and both include the identical item of clothing (T-shirts).

49. The goods identified in the MANIMALS registration are restricted to “feature animals with humanoid characteristics” and “not sized or targeted to infants, toddlers or preschoolers” whereas the goods in the MANIMAL application have no such restrictions.

50. The goods identified in the MANIMAL application are broader than the goods identified in the MANIMALS registration because the goods identified in the MANIMAL application include clothing items other than T-shirts, are not restricted to feature animals with humanoid characteristics, and need not be sized or targeted to infants, toddlers or preschoolers.

51. Since the goods in the MANIMAL application are not restricted in the same way as the goods in the MANIMALS registration, in the marketplace the goods sold under the MANIMAL trademark may be identical to and indistinguishable from the goods sold under the MANIMALS to a prospective purchaser.

52. The goods in the MANIMALS registration and the goods in the MANIMAL application are identical, or at least commercially related.

53. Neither the MANIMALS registration nor the MANIMAL application identifies or restricts the channels of trade through which the MANIMAL goods or the MANIMALS goods are sold.



54. The Consent Agreement does not identify or restrict the channels of trade through which the MANIMALS goods are sold or the MANIMAL goods are sold.

55. The Consent Agreement does not define any “consumer understanding” regarding the MANIMALS goods or the MANIMAL goods.

56. The Consent Agreement does not address how any “consumer understanding” regarding the MANIMALS goods or the MANIMAL goods would or could negate the likelihood of confusion in the marketplace caused by the use of two virtually identical trademarks MANIMALS and MANIMAL on the same or commercially related clothing products.

57. The Consent Agreement states that, to the extent necessary, Applicant (Manimal, LLC) and TMC (The Mountain Corporation) “will take reasonable measures to ensure that there is no likelihood of confusion.”

58. The Consent Agreement does not address what “measures” would or could be taken to by the parties to ensure that there is no likelihood of confusion, given that the marks MANIMALS and MANIMAL are virtually identical and the goods are the same or at least commercially related.

59. The Consent Agreement constitutes a “naked” consent by Manimal, LLC for The Mountain Corporation to sell T-shirts featuring animals with humanoid characteristics under the MANIMALS mark without Manimal, LLC having the right or the ability to control the nature or quality of those goods.

60. Due to the lack of control over the nature and quality of the goods by Manimal, LLC, the Consent Agreement constitutes an abandonment of Manimal, LLC’s exclusive right to use MANIMAL on clothing products.

61. Since Manimal, LLC has abandoned the exclusive right to use MANIMAL on clothing products, it is not entitled to register MANIMAL for clothing and application for MANIMAL, Serial No. 8551 1299, should not be issued.


**WHEREFORE**, Opposer requests that this opposition against the trademark application for MANIMAL, Serial No. 85511299, be sustained.

Dated: September 29, 2017

Respectfully submitted,

EPSTEIN DRANGEL LLP

By: \_\_\_\_\_

  
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New York, New York 10165  
Tel. No.: (212) 292 5390  
Fax. No.: (212) 292-5391

*Attorneys for Opposer  
Garan, Incorporated and  
Opposer Garan Services Corp.*

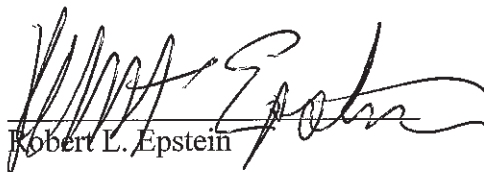
\*\*\*\*\*

**CERTIFICATE OF SERVICE**

I hereby certify that a true and complete copy of the foregoing Amended Notice of Opposition was served by email and First Class Mail, with sufficient postage prepaid, on this 29th day of September, 2017 upon Applicant's attorney:

James D. Weinberger, Esq.  
FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
4 Times Square, 17<sup>th</sup> Floor  
New York, NY 10036  
[jweinberger@fzlj.com](mailto:jweinberger@fzlj.com)

BY:

  
Robert L. Epstein

\*\*\*\*\*

# EXHIBIT 2



FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

**MANIMAL**

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WRIST WRAPS

THE SHIRTS

KNEE WRAPS

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## ABOUT MANIMAL

### BRAND

Life will throw adversity your way no matter what you try to accomplish. The obstacles will come in many forms and the more you fight the more you will face. It is a proving ground and only the experienced will be rewarded.

We believe any man who trains hard within his discipline, with animal-like determination and will, can overcome any obstacle that is thrown his way and ultimately achieve his goals.

Those who choose to follow the herd will fall victim to life's adversities while those who choose to Stand Apart will grow to be victorious. This is MANIMAL.

### THE MARK



The wolf is the animal MANIMAL best relates to. Part of a society yet capable on its own, strong and agile from years of growth, a traveler who can cross regions while never being noticed, adaptive to different environments, ruthlessly determined and aggressive when survival is on the line and most importantly the one animal that has the ability to change its surroundings for the good of nature.

As a brand we encourage strength, change and growth. This is why our mark is a blend of a Wolf Paw and a Human Hand. When you see this symbol it will remind you to Stand Apart.

### WRIST WRAPS

Rewind to 2010. We are coaches and owners in a CrossFit box. Athletes are wrapping their wrists with athletic tape and then painfully ripping them off afterwards to throw out every day after a training session or competition. We were tired of ordering tape, we still had wrist injuries, pain and fatigue and we needed a sustainable solution.

We did a research on wrist wraps options that were available but none had specifically been made for CrossFit, a style of training that required both rigid support and mobility of the wrists during lifts and workouts combined.

After six months of research and development we created MANIMAL Wrist Wraps. Fast forward to the present and they have been proven and praised by CrossFit Athletes/Competitors, Strongman, Weightlifters, Powerlifters and Gymnast alike.

[You can see them and read the reviews here.](#)

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

## ROOTS

In 2009 we were living the CrossFit life, training day after day, coaching night after night and rarely ever doing anything that didn't have to do with increasing performance and pushing our limits. We wanted to wear apparel that displayed our way of life.

The only options at the time were poorly made t-shirts self proclaiming ourselves as "badasses" involving skulls or the opposite, which some found worse, unicorns puking glitter....(No we're not kidding.) We needed quality CrossFit apparel with deeper meaning we could relate to and wear within and outside of the gym.

We already had a background in design and business so we started making custom apparel for CrossFit gyms and by the beginning of 2010 we had enough saved up to release our first line of MANIMAL products.

Like our Mark our Apparel is a hybrid. A blend of fashion and athletic apparel. The best of both worlds and one we live and play in like you. Today MANIMAL may be a lifestyle brand that appeals to all who Stand Apart but we will never forget our roots as a true CrossFit brand.

## CAUSE

MANIMAL is a socially conscious brand. We believe we have the opportunity to impact society around us through our message and business choices.

All MANIMAL apparel is 100% USA Made. The fabrics are sourced in the USA, cut and sewn, dyed and washed in Los Angeles and hand screen printed with eco-friendly inks in Portland, Oregon. This is how we support our local economy.

We donate to various charity organizations involved in Wildlife Preservation, American Youth, Women's Rights, Cancer Awareness & Treatment and Veteran Support. If you refer to the description of any MANIMAL Wrist Wraps you will find more information on what cause is supported by your purchase. [See more here.](#)

### BE IN THE KNOW

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We will rarely email you but when we do you'll be happy you signed up. ★ ★ ★ ★

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# EXHIBIT 3



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## CUSTOMER FAVORITES



Old Glory Wrist Wraps

**\$ 35.00**

★★★★★ (151)



OD Wrist Wraps

**\$ 35.00**

★★★★★ (26)



Rebirth

**from \$ 30.00**

★★★★★ (13)

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

**MANIMAL**

MANIMAL 12.5" Decal

**\$ 12.00**

★★★★★ 74 Reviews

**Caleb B.** ✓

3/13/2018

★★★★★

They really help on those heavy bench days and excellent quality and the material is great i really live these wraps i know where to get my next pair for sure



Old Glory Wrist Wraps

**Sean M.** ✓

3/13/2018

★★★★★

Great wraps and a cool shirt to go with it! Plus, they donate to the Fallen Firefighters foundation? Awesome company.



Maltese Wrist Wraps

**RAMON G.** ✓

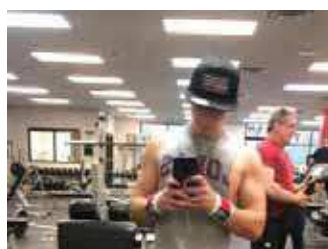
3/13/2018

★★★★★

Great wraps! Was looking for something to help me lift more and provide great support for my wrists and these wraps worked great! Material feels really durable and really comfortable.



Thin Blue Line Wrist Wraps

**Davin C.**

3/12/2018

★★★★★

Absolutely love this shirt! I got it with my thin blue line wrist wraps. Definitely will be ordering some more of these shirts

□ □



Rebirth



FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

**Adrian Z.** ✓

3/6/2018

★★★★★

Great shirt get complements all the time hope to continue to buy more



In Spades

**Wayne P.** ✓

3/6/2018

★★★★★

There great never leave home without them



OD Wrist Wraps

**Christopher B.** ✓

3/5/2018

★★★★★

Frokm the first order to this last, most recent order, I've always enjoyed wearing your quality gear. Ordered some wrist wraps about 2 years ago and they came with a olive green colored shirt same as this black and red. I wore that shirt almost every time I worked out, at least until it started to stink lol. Anyway what I'm getting at is, you guys make bad ass gear. Thanks for helping me feel great while working out. Hard to accomplish.



Rebirth

**Kenny R.** ✓

3/8/2018

★★★★★

Absolutely love these wrist wraps! Great material, work really well and will definitely buy more if I have to, these things seem like they'll last a while! Awesome shirt too, size fit and looks great.



Old Glory Wrist Wraps

★★★★★

so comfortable



Venom Wrist Wraps

**James A.**

3/6/2018

★★★★★

Great wraps, never felt safer or stronger while benching.



Venom Wrist Wraps

[Show more reviews \(?page=2&mode=img&h=1520981156374&limit=10\)](#)

## THE WORD

THOUGHTS ARE THINGS: A SPECIAL OPERATOR'S RECIPE FOR LIFE LONG PERFORMANCE

## TWEETS



FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

I'm a life long martial artist. I've traveled the world, training in many modalities with many sensei. I've lived the life story of 10 men, gaining a wealth of life experience and AFTER all of this I decided to join the military to become a member of the special operations community. Sixteen years later and having recently completed a milestone as a team leader, I'm still quite relevant and always known for being a performer.

[CONTINUE READING >](#)

## PODCAST: SQUATS AND ESPRESSO ON CROSSFIT WITH MANIMAL

November 30, 2014

Listen to Derek from Squats and Espresso and George Corbo, Co-Founder and Art Director of MANIMAL, talk about CrossFit, Rhabdomyolysis, PEDs, Training and more. Featured CrossFit Boxes: Bridgetown CrossFit & Barbell Club, CrossFit Portland, CrossFit Norwalk, CrossFit Signal Hill.

[CONTINUE READING >](#)

## HOW CROSSFIT ALMOST KILLED ME: RHABDOMYOLYSIS

September 02, 2014

Almost 2 years have passed since I came close to dying from what would have been the most embarrassing legacy in the history of my family: CrossFit. October of 2012. At the time I was training 6-7 days a week. Lifting heavy almost every day, consuming pounds of the best grass fed beef the North West had to offer, working from home as a contractor and pretty much living a great lifestyle for performance and what everyone these days is calling "gains." I felt stronger than I had ever been and was confident in everything I was doing at the time. My personal life, on the other hand, was quite a mess. But hey, we've always been told people perform...

[CONTINUE READING >](#)

## LESBOK MORBOX - RUCK FEEBOK

February 28, 2014

Months ago we started receiving Cease & Desist letters from "Reebok CrossFit" for using the word CrossFit on our web site's descriptions, on our about us pages etc. We had never used the word CrossFit on any of our clothing, except T's we had designed for CrossFit Affiliates who had the rights to use the Trademark through their license. None the less it was not our agenda to make sales off the word CrossFit. So at first we edited our content on our web site and tried to make sure people understood we were not selling Official CrossFit Clothing. Three emails later from CrossFit's Legal Team we understood that they had no interest in letting us tell our story, the...

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I was born in the darkness... #StandApart  
#TrainHard



18h

**MANIMAL**

@ManimalStrong

Mondays.. 🤔 #GetItDone #StandApart



FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!

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Enter your email address...

SIGN UP

We will rarely email you but when we do you'll be happy you signed up. ★ ★ ★ ★

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## WRIST WRAPS

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*Designed in 2010 as the first Wrist Wraps to provide a perfect balance of stretch, support and comfort for Conditioning Workouts and Heavy Lifting during CrossFit, Powerlifting, Weightlifting, Bodybuilding and Strongman training and competition.*

***Each pair supports a different Charity, comes with a Free Shirt and Stickers, a 60 Day Warranty and is proven to last years!***



Power Wrist Wraps

**\$ 55.00**

★★★★★ (9)



Maltese Wrist Wraps

**\$ 35.00**

★★★★★ (53)



FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



Ravenous Wrist Wraps

**\$ 35.00**

★★★★★ (89)



OD Wrist Wraps

**\$ 35.00**

★★★★★ (26)



Old Glory Wrist Wraps

**\$ 35.00**

★★★★★ (151)



Venom Wrist Wraps

**\$ 35.00**

★★★★★ (38)



FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



Thin Blue Line Wrist Wraps

**\$ 35.00**

★★★★★ (40)



Mammogram Wrist Wraps

**\$ 35.00**

★★★★★ (15)



Radioactive Wrist Wraps

**Sold Out - \$ 35.00**

★★★★★ (9)

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FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!

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## APPAREL

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Wolf

**from \$ 30.00**

★★★★★ (3)



Heroes

**from \$ 40.00**

★★★★★ (3)

FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



Rebirth  
**from \$ 30.00**  
★★★★★ (13)



In Spades  
**from \$ 35.00**  
★★★★★ (3)



Burdens  
**from \$ 40.00**  
★★★★★ (5)



MANIMAL  
**from \$ 30.00**  
★★★★★ (14)

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## KNEE WRAPS

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Old Glory Knee Wraps

**\$ 45.00**

★★★★★ (1)



Ravenous Knee Wrap

**\$ 45.00**

★★★★★ (1)

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!



Power Knee Wraps  
**\$ 65.00**

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Key Chain

Key Fob

Leather



Accomplice Key Fob

**\$ 50.00** ~~\$ 60.00~~

★★★★★ (3)



MANIMAL 12.5" Decal

**\$ 12.00**



FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!



MANIMAL 4" Stand Apart Sticker

**\$ 6.00**

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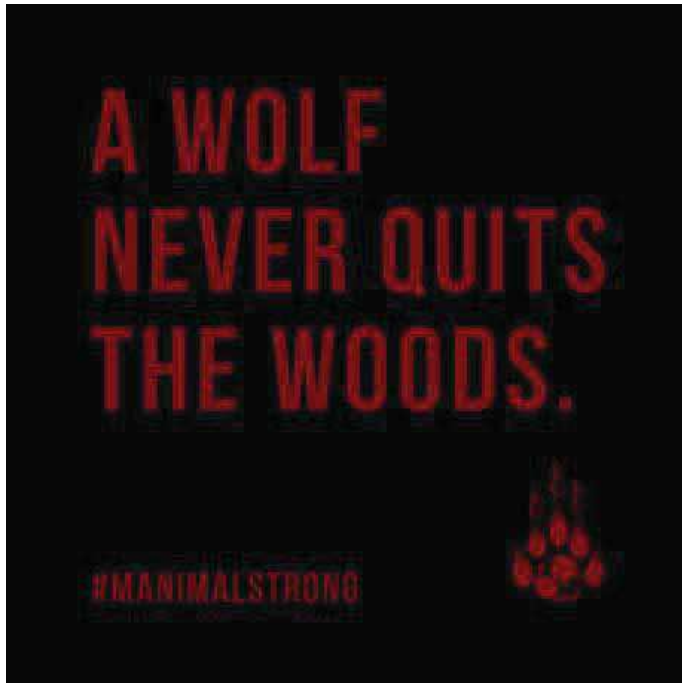
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## ETHOS PRINTS

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A manifestation of MANIMAL beliefs and ethics available as canvas prints and banners.



WOLF

from \$ 45.00

★★★★★ (1)



Yesterday

from \$ 45.00

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

DISCIPLINE  
WILL CLEAR  
YOUR VIEW  
WHEN OTHERS  
ARE BLIND  
IN THE MIST  
OF CHAOS



Mist of Chaos  
from \$ 45.00

LEARN TO SWIM.  
THEN BURN ALL THE  
BRIDGES YOU WANT  
ON THE WAY TO  
VICTORY.

#STANDAPART



Swim  
from \$ 45.00

I FEEL THE PAIN FROM THE  
BURNING COALS OF MY FAILURE  
AND ALTHOUGH I AM COUGHING  
FROM THE ASHES OF MY PAST -  
TODAY I WILL STRIKE FEAR INTO  
MY ENEMIES AS THE DRAGON  
I HAVE BECOME.

#STANDAPART



Dragon  
from \$ 45.00

THE SCARS  
FROM VICTORY  
CAN BE WORSE  
THAN THE WOUNDS  
FROM DEFEAT

#STANDAPART



Victory  
from \$ 45.00

FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



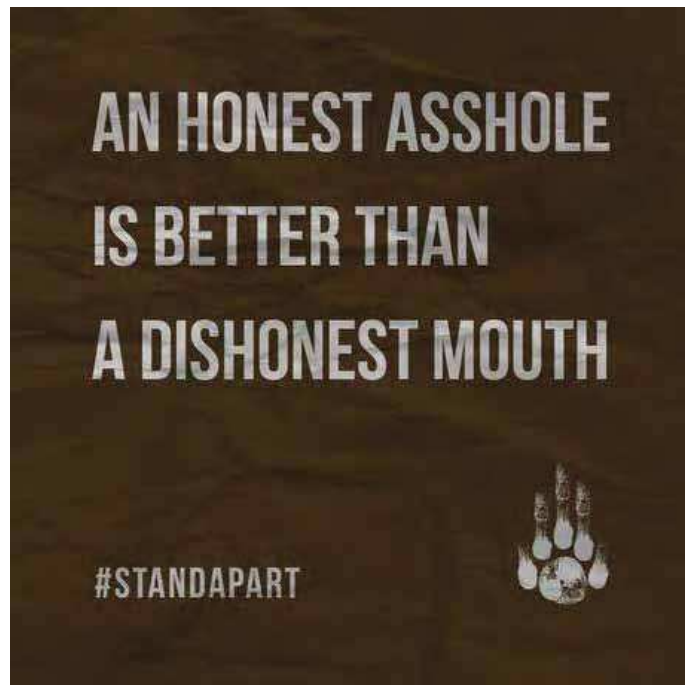
Your Self  
from \$ 45.00



Success  
from \$ 45.00



Burdens  
from \$ 45.00



Honest  
from \$ 45.00

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

FALL SEVEN TIMES,  
STAND UP  
EIGHT.



JAPANESE PROVERB

Stand Up Eight  
**from \$ 45.00**

IF YOU  
WANT TO  
LEAD,  
LEARN TO  
FOLLOW.



#STANDAPART

Learn to Follow  
**from \$ 45.00**

AN OPINION  
WITHOUT KNOWLEDGE  
IS LIKE  
AN ASSHOLE  
WITHOUT A BUTT.



#STANDAPART

Opinion  
**from \$ 45.00**

THERE IS A  
HIGH TIDE  
FOR EVERY  
LOW TIDE



#MANIMALSTRONG

Tide  
**from \$ 45.00**



FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

THERE ARE  
NO REFUNDS  
FOR LOST TIME  
AFTER DEATH.

#STANDAPART



Lost Time  
from \$ 45.00  
★★★★★ (1)

YOU EVER SEE  
A WILD ANIMAL  
FEEL SORRY  
FOR ITSELF?

#STANDAPART



Wild Animal  
from \$ 45.00

IN LOYALTY  
WE TRUST

#STANDAPART



Loyalty  
from \$ 45.00

EVERY SOUR  
PICKLE  
STARTS AS  
A FRESH  
CUCUMBER

#STANDAPART



Pickle  
from \$ 45.00

FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!

A BELIEF IS ONLY  
AS STRONG AS  
THE PERSON  
BEHIND IT.

#STANDAPART



Belief  
from \$ 45.00

ROUTINE -  
LIKE WAITING  
IN A LONG,  
BORING LINE  
FOR DEATH.

#STANDAPART



Routine  
from \$ 45.00

INVEST IN  
THOUGHT  
YIELD  
GROWTH

#STANDAPART



Invest  
from \$ 45.00

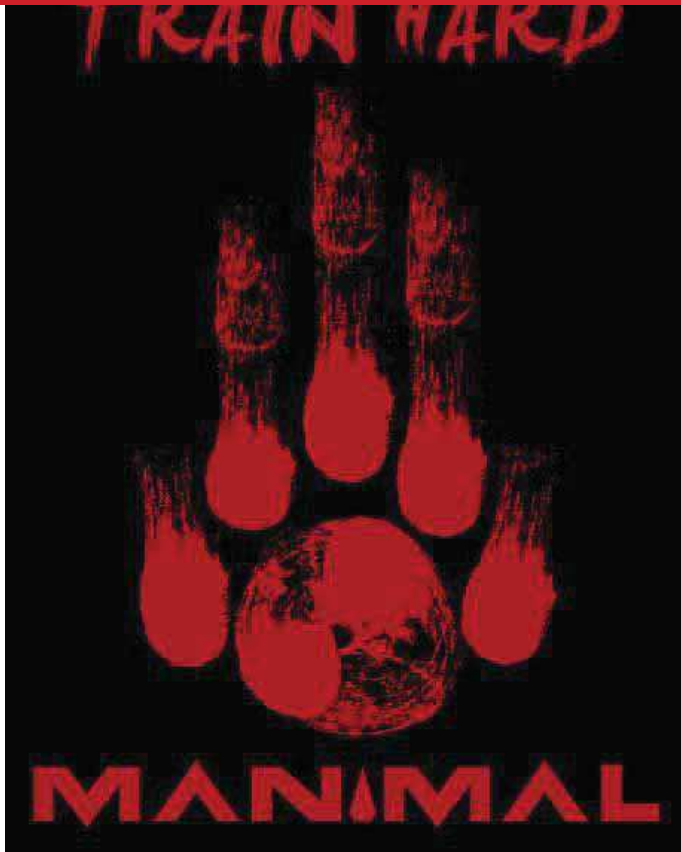
IMPORTANT IS  
UNTIL  
IT IS NOT.

#STANDAPART



Important  
from \$ 45.00

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!



Train Hard  
\$ 90.00

LUCK  
=  
PREPARATION  
+  
OPP<sup>🐾</sup>ORTUNITY

Luck  
from \$ 45.00



Dice Game  
from \$ 45.00



Make One  
from \$ 45.00

FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



Pack  
from \$ 45.00



Rain  
from \$ 45.00



Risk  
from \$ 45.00



River  
from \$ 45.00



FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!

IF YOU SWIM IN A  
SEA OF IDIOTS  
YOU WILL DROWN  
IN STUPIDITY.



#MANIMALSTRONG

Stupidity  
from \$ 45.00

SOCIAL MEDIA.  
WHERE EVERYONE  
KNOWS EVERYTHING  
AND NO ONE  
GETS PUNCHED  
IN THE FACE.



Social Media  
from \$ 45.00

NO ONE  
EVER GOT  
STRONGER  
SPRINTING  
DOWN HILL.

#STANDAPART



Sprinting  
from \$ 45.00

STILL  
WATERS  
RUN  
DEEP



Run Deep  
from \$ 45.00

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

DO WHAT YOU  
CAN'T NOT DO  
AND DO IT WELL.

#MANIMALSTRONG



Do It Well  
**from \$ 45.00**

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[SIGN UP](#)

We will rarely email you but when we do you'll be happy you signed up. ★ ★ ★ ★

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## 60 DAY WARRANTY

**MANIMAL Wrist Wraps come with a 60 Day Limited Warranty.** This warranty covers defects or quality issues with the design or materials of the wrist wraps 60 days from the delivery date of your order.

It does not include normal wear and tear. The wear of your wrist wraps will vary according to how you treat them. If you take care of your wrist wraps they should last years.

Should there be an issue in the first 60 Days of ownership please **shoot us an email at [info@manimalstrong.com](mailto:info@manimalstrong.com)** with the order number in the subject line: Warranty Claim (Order Number). Provide a description of the problem and attach photos.

If the problem is covered under the Warranty we will send you a new pair, of equal value, of your choice based on what is currently in stock.

If your MANIMAL Wrist Wraps are stolen at the gym, if your dog chews them to bits, if your ex-wife sets them on fire, [Contact Us](#). It won't be covered under warranty, but we'll probably help you get a new pair.

Stand Apart - MANIMAL

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## CUSTOMER REVIEWS

### AT MANIMAL WE STAND APART.

WE BELIEVE IN THIS MISSION AND IT'S BEEN OUR LIFE SINCE 2010. WE DESIGN REAL SOLUTIONS, PAY ATTENTION TO THE DETAILS, USE QUALITY MATERIALS, TREAT PEOPLE AS WE WOULD WANT TO BE TREATED AND DELIVER A GREAT PRODUCT - GIVING OUR CUSTOMERS A GENUINELY GOOD EXPERIENCE.

YOU DON'T HAVE TO TAKE OUR WORD FOR IT THOUGH - READ THE REVIEWS BELOW!

★★★★★ 554 Reviews

**Caleb B.** ✓

3/13/2018

★★★★★

They really help on those heavy bench days and excellent quality and the material is great i really live these wraps i know where to get my next pair for sure



Old Glory Wrist Wraps

**Sean M.** ✓

3/13/2018

★★★★★

Great wraps and a cool shirt to go with it! Plus, they donate to the Fallen Firefighters foundation? Awesome company.



Maltese Wrist Wraps

**RAMON G.** ✓

3/13/2018

★★★★★

Great wraps! Was looking for something to help me lift more and provide great support for my wrists and these wraps worked great! Material feels really durable and really comfortable.



Thin Blue Line Wrist Wraps

**Davin C.**

3/12/2018

★★★★★

Absolutely love this shirt! I got it with my thin blue line wrist wraps. Definitely will be ordering some more of these shirts

□□



Rebirth





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**Adrian Z.** ✓

3/6/2018

★★★★★

Great shirt get complements all the time hope to continue to buy more



In Spades

**Shane M.** ✓

3/2/2018

★★★★★

These wrist wraps are absolutely AMAZING.



OD Wrist Wraps

**Wayne P.** ✓

3/6/2018

★★★★★

There great never leave home without them



OD Wrist Wraps

**Christopher B.** ✓

3/5/2018

★★★★★

Frokm the first order to this last, most recent order, i've always enjoyed wearing your quality gear. Ordered some wrist wraps about 2 years ago and they came with a olive green colored shirt same as this black and red. I wore that shirt almost every time I worked out, at least until it started to stink lol. Anyway what i'm getting at is, you guys make bad ass gear. Thanks for helping me feel great while working out. Hard to accomplish.



Rebirth

**Kenny R.** ✓

3/8/2018

★★★★★

Absolutely love these wrist wraps! Great material, work really well and will definitely buy more if I have to, these things seem like they'll last a while! Awesome shirt too, size fit and looks great.



Old Glory Wrist Wraps

**Christopher H.** ✓

2/23/2018

★★★★★

I love these wrist wraps! They look great, give great support and donate to a great cause! Would definitely buy another set!



OD Wrist Wraps

**David G.** ✓

3/11/2018

★★★★★

so comfortable



Venom Wrist Wraps

**James A.**

3/6/2018

★★★★★

Great wraps, never felt safer or stronger while benching.



Venom Wrist Wraps

**Freddie T.** ✓

2/22/2018

★★★★★

Loving the wraps and the od green! Thanks guys!

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**Shea T.** ✓

2/19/2018

★★★★★

Just got mine in a work like a charm ☐



Maltese Wrist Wraps

**Abi D.** ✓

2/15/2018

★★★★★



Maltese Wrist Wraps

**Adrian D.** ✓

2/19/2018

★★★★★

I bought my wrist wraps after seeing an ad on Facebook and then reading all of the reviews. I wanted to find something to help with stabilizing my wrists while lifting. The order processed and shipped super fast! Once I put them on and tried them, I was hooked! I love these wraps and they help give me that added stability I need to push through those lifts that test my wrists. The free shirt was awesome and really comfortable to workout in. I'll definitely order another set of wraps so that I ...



Maltese Wrist Wraps

**Robert K.** ✓

1/24/2018

★★★★★

Love these wraps. Only the second day of use but I can already feel a difference. The shirt isn't too shabby either.  
10/10



Old Glory Wrist Wraps

**Ricardo R.** ✓

2/18/2018

★★★★★

I used to just buy the regular Wal-Mart wraps and regularly dealt with them coming off. But with these those problems are in the past now, time to kick it up a notch🔥



Venom Wrist Wraps

**Roland S.** ✓

2/17/2018

★★★★★

Since I picked up my minimal wrist straps, I was able to increase my bench over 100 lbs from 135-250+ also helped facilitate a wrist injury from Afghanistan. Thanks guys



Old Glory Wrist Wraps

**Mike R.** ✓

2/3/2018

★★★★★

It was our first competition and with my wife's Manimals on she was able to power clean and press a 20lb PR!!



Mammogram Wrist Wraps

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## CAUSES WE SUPPORT

**MANIMAL is a socially conscious brand. We believe we have the opportunity to impact society around us through our message and business choices.**

We donate a percentage of proceeds from Wrist Wrap sales to Charities and Nonprofits that have an effective and reputable impact on causes we support. These are some organizations from the past and present.



**BOYS & GIRLS  
CLUB**





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## THE WORD

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JANUARY 09, 2018

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## THOUGHTS ARE THINGS: A SPECIAL OPERATOR'S RECIPE FOR LIFE LONG PERFORMANCE

I'm a life long martial artist. I've traveled the world, training in many modalities with many sensei. I've lived the life story of 10 men, gaining a wealth of life experience and AFTER all of this I decided to join the military to become a member of the special operations community. Sixteen years later and having recently completed a milestone as a team leader, I'm still quite relevant and always known for being a performer.

CONTINUE READING &gt;

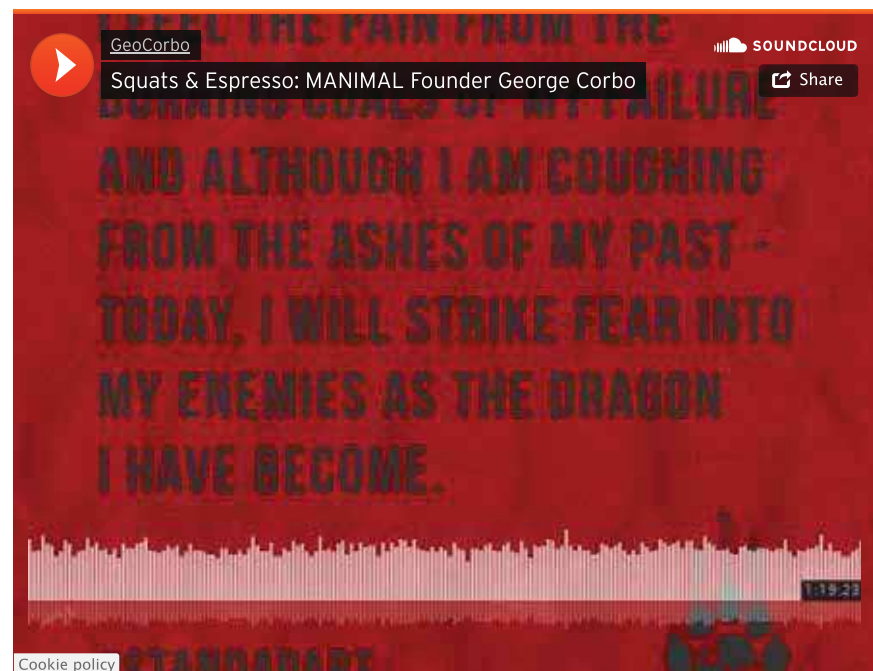
NOVEMBER 30, 2014

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## PODCAST: SQUATS AND ESPRESSO ON CROSSFIT WITH MANIMAL

Listen to Derek from [Squats and Espresso](#) and George Corbo, Co-Founder and Art Director of MANIMAL, talk about CrossFit, Rhabdomyolysis, PEDs, Training and more.



Featured CrossFit Boxes: [Bridgetown CrossFit & Barbell Club](#), [CrossFit Portland](#), [CrossFit Norwalk](#), [CrossFit Signal Hill](#).

FREE SHIRT &amp; STICKERS WITH ALL WRIST WRAP ORDERS!

13 Comments

Almost 2 years have passed since I came close to dying from what would have been the most embarrassing legacy in the history of my family: CrossFit.

October of 2012. At the time I was training 6-7 days a week. Lifting heavy almost every day, consuming pounds of the best grass fed beef the North West had to offer, working from home as a contractor and pretty much living a great lifestyle for performance and what everyone these days is calling "gains."

I felt stronger than I had ever been and was confident in everything I was doing at the time.

My personal life, on the other hand, was quite a mess. But hey, we've always been told people perform better with some stress over none. Who am I kidding, I swim in stress and it's made me Darth Vader strong.

Hurricane Sandy was on its way to the East Coast and I was booked for a trip back to the Tri-State area (CT, NJ, NY) for Halloween and some family time. Needless to say Halloween didn't happen, not in the festive way at least..The storm hit, cities lost power, were flooded, boats ended up in streets miles away from the coast, it was a dark fucking time.

I commonly refer back to these days when liberals start talking about how bad guns are. There were looters. Really just people who were cold, without heat, power and gas looking for a way to survive, legal or not. People will get ugly when they have to survive, especially when there aren't police or authority around to keep them in check. I watched as good neighborhoods turned into opportunities for criminals and Anti-Gun Americans all of a sudden remembered why their parents were gun friendly.

Anyway, my Uncle owns a Marina in Staten Island. You wouldn't believe the damage that was done. People came from all over to see it. Freelance photographers were snapping photos left and right. They even made books filled with pictures. It looked like a scene from an apocalyptic water world except there was no water, just boats and docks where they didn't belong. Walking through what you could was like walking through a labyrinth of giant thorns covered in gasoline and smelling like filthy water, except the thorns were boats stacked on top of each other. I've never seen anything like it to this day.

A couple days after the storm, I had rented a car and driven into Staten Island to help out. I can tell you with confidence I was the only person driving into the city. My uncle took me to the marina and I spent the day working with a bunch of neighborhood guys and friends who had come to help clean up the Marina. It was a lot of work, moving things, trying to just clear shit out of the way so everything could be rebuilt. By the time I was done my gas smelling jeans were being thrown in a garbage bag and I felt like I had just been through many Hero WODs in one day. Props to you manual labor guys, the long haul is tough. Coming from a sub 10 minute power biased CrossFitter.

FREE SHIRT & STICKERS WITH ALL WRIST WRAP ORDERS!



(Photo by Neal Dub taken from [Flickr](#))

The next day I was on my way back to Connecticut and I stepped into a local box to get a workout in with some of my buddies at [CrossFit Norwalk](#). We did a main page WOD that involved GHD Situps and Muscle Ups.

**The workout was:** (*Comment #9 is the best...*)

25 GHD Situps

1 Muscle Up

20 GHD Situps

2 Muscle Ups

15 GHD Situps

3 Muscle Ups

10 GHD Situps

4 Muscle Ups

5 GHD Situps

5 Muscle Ups

It was a deceiving combination.

Since I had been doing mostly CrossFit Football I hadn't touched Muscle Ups in a while and the box I was training at did not have a GHD machine. However I was 4 plus years into CrossFit and well experienced with these movements.

I pushed through the workout and felt fine after. It was a challenging workout mostly because the positions in the bottom of the GHD Situps and the bottom of a Kipping Muscle Up were very similar. Both taxing on the lower abdomen. It was a great way to forget about the previous days and always a pleasure to workout with my bud Mike Sabato.

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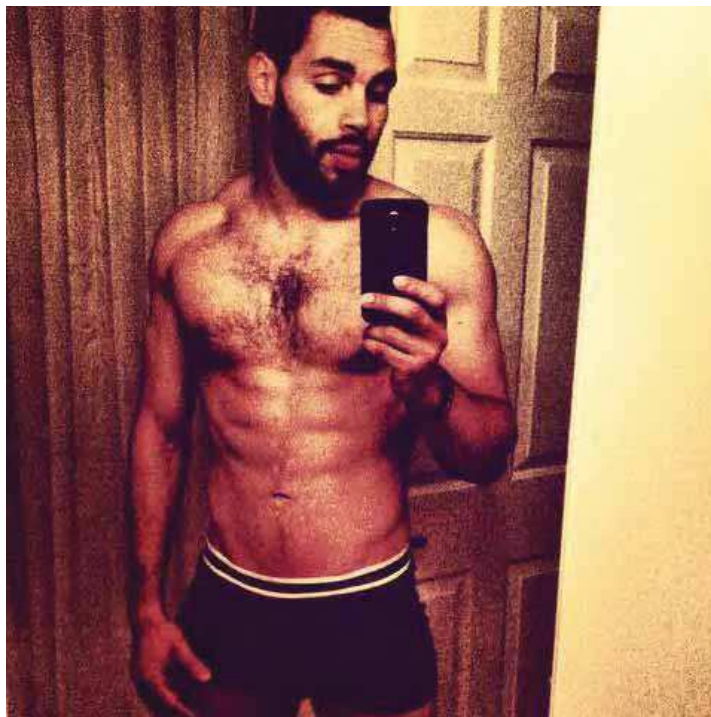
at how much of an amateur I was. I called a friend, Paul Amato, who owns **CrossFit Reality** and asked him about one of his recent coaches, Chris Amenta, who now owns **CrossFit Extracted**. Chris had gotten Rhabdo a couple months earlier.

In case you're not following, Coca Cola colored piss is the biggest sign of Rhabdomyolysis. This is when damaged skeletal muscle tissue breaks down and releases proteins in the blood which are filtered through the kidneys. When the levels are high enough your kidneys start having issues filtering it and your piss turns reddish brown.

That day I was in the bathroom getting ready to leave for JFK to hop on a plane back to Portland, OR. A 6 hour flight. Paul convinced me to go to the hospital for a simple blood test to make sure I'd be OK.

Thanks Paul. We may have our disagreements and you can be a total douche and you WILL forever hold this over my head but, you probably saved my life.

Fast forward 5 days later and I'm in a hospital bed in CT, with 300ml of saline being pumped through me an hour, with a bloated penis, no sign of masculinity through superior physique, groups of doctors coming in to ask me how fast I was running to get Rhabdo, peeing 40 times a day and night, staring out a window envisioning myself escaping like a scene out of 007, asking the nurses for pain killers because who doesn't like good pain killers.



*(A couple weeks before Rhabdo)*



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*(If I never see myself like this again it will be too soon...)*

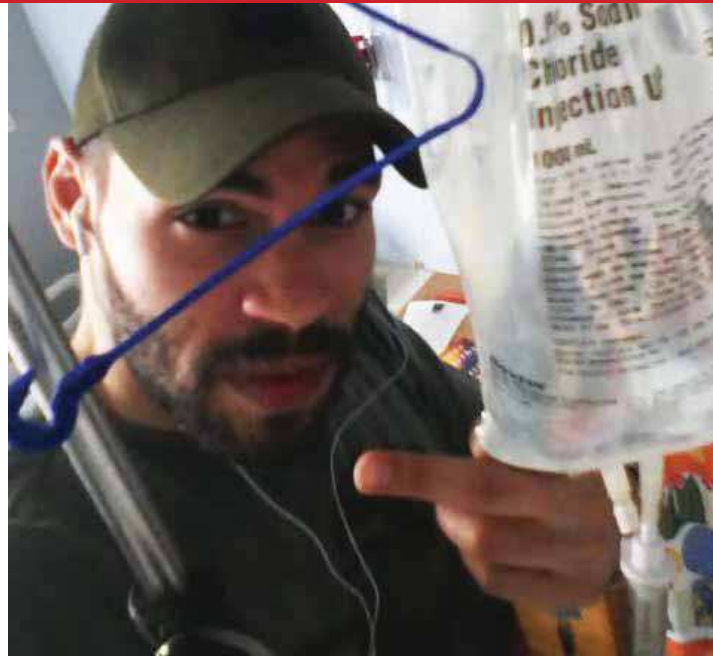
After the first 24 hours of saline my CK levels were at 90,000. CK is Creatine Kinase in the blood and used as a measurement for risk of heart attacks and rhabdo among other things. Let me give you an idea of what this means. Commonly triathletes check themselves into hospitals after a triathlon and it's normal for them to show CK levels of 35-45,000. A normal CK level of an average person on the street is around 100 units per litre of blood.

Depending on your feelings about luck, and yes I'm talking to all you self righteous entrepreneurs who say luck doesn't exist, I was very lucky. I did not sustain any kidney damage and more importantly, I did not get on that plane and suffer kidney failure how ever many thousand feet up in the air fucked to be remembered as the guy who died from Rhabdo. As much as I would have smirked at the Fuck You it would have given CrossFit HQ in the press, I'm not going out like that.

Now to the fun part. I lost all of my metabolic conditioning and I was barely capable of going up a flight of stairs without breathing like I had rowed a 500m on a Concept 2, with the wooden handles for all you fancy fuckers. I suffered quite a bit of pain in my lower abdomen and basically I spent the next 8 months lifting, focusing on body weight stability and all around being scared out of my mind, that I had lost 4 plus years of hard work in CrossFit.

I got back to where I was *(thanks to hard work and some coaching from my friend Jay Tieder at **Bridgetown CrossFit**)* BUT, I never fully healed. It's been almost 2 years and still to this day if I do too much core intensive work my abs swell up and I have some sharp pain during the most inconvenient times like sex. That pisses me off beyond belief.

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*(One of the more appropriate selfies I took during my amazingly stimulating days as a human water balloon.)*

Some say once you have had Rhabdo the chances of getting it again are very high. I believe that. Why? Well for starters I think the only way I sustained such high CK levels with no damage to my kidneys was because I was giving myself small doses of Rhabdo from my training. I've also seen with my own eyes and felt with my own body smaller levels of the same issues I had when I first had Rhabdo, commonly after high volume core intensive movements.

This brings me to PEDs. If someone had said, George I'll prescribe you HGH to help you recover faster from the damage Rhabdo did to your body, whether back when it first happened or now, two years later I would have gladly cashed that chip in, granted I could afford it.

If you're one of those people that is up in arms about Performance Enhancement Drugs, especially in the CrossFit world, you really need to ask yourself. How are athletes training as hard and often as they do and recovering as well as they do? Sure nutrition, sleep, supplementation and lifestyle etc is huge but do you know any serious athletes, especially in CrossFit who have not sustained some shoulder or back injuries that train doubles or triples regularly? Because in my 5 plus years in this once awesome Community, I do not know a single one.

We all get injured and if you think sitting out for 8 months of a year is an option for someone trying to really compete and make a living off their performance, then you my friend have never been a serious athlete.

Unfortunately for most of us human beings, to train that hard, that often means you're going to do quite a bit of damage to your body and there is only so much you can do to recover. With the levels of performance we have reached now in CrossFit, from my opinion, Performance Enhancement Drugs are a necessary tool to recover and progress. By no means does this mean you can't make progress without PED's, I'm just saying short of being a freak you're going to get injured and beat up and we all need an upper every once in a while.

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of winning, PED's are just that. People will always use them and who am I to judge someone for playing the level field?

With all of this said, I'm in a CrossFit gym daily and I made some mistakes which is how I ended up with Rhabdo and why today I'm still suffering from the side effects of it.

1. I hadn't done GHD Situps in probably a year.
2. I fatigued during some of my sets of GHD Situps and pulled myself out of the bottom.
3. I walked into the workout days after a natural disaster nowhere near my 100%.
4. I let my ego get the best of me and assumed I could handle it.
5. I pushed through the pain and early signs of Rhabdo for two days before I went to hospital.

Despite the fact that I should have gone to the hospital I have to say something about the New York Giants game I had the pleasure of gimping through with my father. Most of the city did not have power, heat or gas. The stadium was still packed filled with New Yorkers cheering their team on. Service members including Fire, Military and Law Enforcement presented a flag across the field they held by hand and after the Star Spangled Banner the stadium roared like never before. In the midst of disaster this was one of greatest moments to be a part of and more so than ever I was damn Proud to be an American and an East Coaster. (Take that "Best Coast")



*(Thanks for this Dad, it was well worth the delay and I'll never forget it.)*

CrossFit is dangerous, when under the supervision of inexperienced coaches with athletes who will push themselves well past what their body can handle or athletes who have been deconditioned from a lack of physical activity or conditioning.

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haven't done a CrossFit WOD in 8 months. Their body remembers how to do the movements and they are mentally tough as nails, but when they push to that point, everything breaks down and here comes injury.

Let's face it, there are a million CrossFit boxes and a lot more "coaches" now. Most of them don't know what they're doing and most members in a CrossFit box don't know any better including these coaches. The majority of them wouldn't be there if it was all hard work and no second chance at high school social clubs.

However if you know me, you know being in a CrossFit box has been a daily part of my life for five years. I've even coached for 4 years. When I got Rhabdo I was in amazing shape and all it took was some GHD Situps and Muscle Ups to put me 6 feet under. Don't be an idiot, check your ego, forget the coaches yelling at you, don't listen to your friends pressuring you. If you haven't done something in a long time, you better take it slow or not at all. Unless you want a legacy like death from CrossFit.



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\$ 35.00

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FEBRUARY 28, 2014

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LESBOK MORBOX - RUCK FEEBOK

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Months ago we started receiving Cease & Desist letters from "Reebok CrossFit" for using the word CrossFit on our web site's descriptions, on our about us pages etc. We had never used the word CrossFit on any of our clothing, except T's we had designed for CrossFit Affiliates who had the rights to use the Trademark through their license. None the less it was not our agenda to make sales off the word CrossFit.

So at first we edited our content on our web site and tried to make sure people understood we were not selling Official CrossFit Clothing. Three emails later from CrossFit's Legal Team we understood that they had no interest in letting us tell our story, the history of our brand, as long as there was any mention of CrossFit.

We started to ask the other known apparel brands in the CrossFit Community if they were receiving the letters as well, and they were. It became very clear they wanted to make sure Reebok CrossFit's Store was at the top of your search results.

Our company is made up of CrossFit Level 1 Certified Coaches, Box Owners and athletes who have been involved in CrossFit since 2009. We love what CrossFit has done for people over the years. We have personally invested years and coached 100's of people and still do to this day.

Somewhere along the way CrossFit forgot who built this community and it became about pushing Reebok products and selling out to the masses. (Your grandmother competes in the Games.)

The fact of the matter is, the affiliate owners, the coaches and the staff at the affiliates were the ones who took the risk, worked their asses off and provided a home for all of us to learn and excel in what is now... "the sport of fitness" but was about a common goal. To become fitter to help us achieve more in life.

We're tired of it. Now Reebok CrossFit opens their corporate gyms next door to affiliates, sends threatening letters to small businesses like us who have supported CrossFit for years and is playing the community like a pawn. They post social media posts that are nothing short of embarrassing and a step back from what CrossFit Coaches have been trying to educate people away from. They're about "hype" and numbers, not about quality.

Well, we decided to send our own message. With this shirt. It's all about supporting your Affiliate. Your box. Not their sales agenda. Celebrate your community, your box and stop blindly supporting a brand that could care less about where we come from and the journey it took to get here.

[View the Ruck Feebok T.](#)

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## ABOUT MANIMAL

### BRAND

Life will throw adversity your way no matter what you try to accomplish. The obstacles will come in many forms and the more you fight the more you will face. It is a proving ground and only the experienced will be rewarded.

We believe any man who trains hard within his discipline, with animal-like determination and will, can overcome any obstacle that is thrown his way and ultimately achieve his goals.

Those who choose to follow the herd will fall victim to life's adversities while those who choose to Stand Apart will grow to be victorious. This is MANIMAL.

### THE MARK



The wolf is the animal MANIMAL best relates to. Part of a society yet capable on its own, strong and agile from years of growth, a traveler who can cross regions while never being noticed, adaptive to different environments, ruthlessly determined and aggressive when survival is on the line and most importantly the one animal that has the ability to change its surroundings for the good of nature.

As a brand we encourage strength, change and growth. This is why our mark is a blend of a Wolf Paw and a Human Hand. When you see this symbol it will remind you to Stand Apart.

### WRIST WRAPS

Rewind to 2010. We are coaches and owners in a CrossFit box. Athletes are wrapping their wrists with athletic tape and then painfully ripping them off afterwards to throw out every day after a training session or competition. We were tired of ordering tape, we still had wrist injuries, pain and fatigue and we needed a sustainable solution.

We did a research on wrist wraps options that were available but none had specifically been made for CrossFit, a style of training that required both rigid support and mobility of the wrists during lifts and workouts combined.

After six months of research and development we created MANIMAL Wrist Wraps. Fast forward to the present and they have been proven and praised by CrossFit Athletes/Competitors, Strongman, Weightlifters, Powerlifters and Gymnast alike.

[You can see them and read the reviews here.](#)

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## ROOTS

In 2009 we were living the CrossFit life, training day after day, coaching night after night and rarely ever doing anything that didn't have to do with increasing performance and pushing our limits. We wanted to wear apparel that displayed our way of life.

The only options at the time were poorly made t-shirts self proclaiming ourselves as "badasses" involving skulls or the opposite, which some found worse, unicorns puking glitter....(No we're not kidding.) We needed quality CrossFit apparel with deeper meaning we could relate to and wear within and outside of the gym.

We already had a background in design and business so we started making custom apparel for CrossFit gyms and by the beginning of 2010 we had enough saved up to release our first line of MANIMAL products.

Like our Mark our Apparel is a hybrid. A blend of fashion and athletic apparel. The best of both worlds and one we live and play in like you. Today MANIMAL may be a lifestyle brand that appeals to all who Stand Apart but we will never forget our roots as a true CrossFit brand.

## CAUSE

MANIMAL is a socially conscious brand. We believe we have the opportunity to impact society around us through our message and business choices.

All MANIMAL apparel is 100% USA Made. The fabrics are sourced in the USA, cut and sewn, dyed and washed in Los Angeles and hand screen printed with eco-friendly inks in Portland, Oregon. This is how we support our local economy.

We donate to various charity organizations involved in Wildlife Preservation, American Youth, Women's Rights, Cancer Awareness & Treatment and Veteran Support. If you refer to the description of any MANIMAL Wrist Wraps you will find more information on what cause is supported by your purchase. [See more here.](#)

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ITEM		PRICE	QTY	TOTAL	
	Honest - Canvas	\$ 45.00	<input type="text" value="1"/>	\$ 45.00	
	Ravenous Knee Wrap	\$ 45.00	<input type="text" value="1"/>	\$ 45.00	
	MANIMAL 4" Stand Apart Sticker	\$ 6.00	<input type="text" value="1"/>	\$ 6.00	
	In Spades - Large	\$ 35.00	<input type="text" value="1"/>	\$ 35.00	
	Ravenous Wrist Wraps Free Shirt Size: Large	\$ 35.00	<input type="text" value="1"/>	\$ 35.00	

SUBTOTAL \$ 166.00 USD

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